

## **Section V**



## **Advertising Utah!**



# Advertising – The Application of Brand Positioning

The Division of Travel Development has been able to refine the *Utah!* Brand by implementing qualitative and quantitative research. From three sets of focus groups, Utah found that respondents seek an escape from their everyday routines, rejuvenation or reconnection to loved ones, and discovery of new experiences. These Brand values of Recovery, Discovery and Escape have since become the foundation for all Division of Travel Development advertising.

In addition, post-Olympic research tells us that Utah's image improved slightly as a result of hosting the Games, and that roughly 7.1 million more adults say they are more likely to vacation in Utah than ever before. Also, Utah is more recognized today for its scenic beauty, mountains, winter sports, ski resorts, cleanliness, and friendly people<sup>1</sup>. Now the task becomes "How do we translate that awareness into visits?" History from other Olympic host cities tells us our window is very short – only three years. The time to act is now.

**The goal of the 2002-2003 advertising is to capture the emotion and excitement generated by the 2002 Olympic Winter Games in Salt Lake City, and to convert that emotion into a desire to visit the entire state.**

## **The Strategy**

- Promote Utah as a year-round destination
- Increase visits to Utah.com
- Increase Utah tourism revenue throughout the state
- Maintain brand continuity between summer and winter campaigns
- Continue leveraging with co-branding and co-op partners

## **Primary Target**

- Adults 25-54
- HHI of \$75,000+
- Frequent travelers interested in certain outdoor activities
- Emphasis on Western States

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<sup>1</sup> From Wirthlin Worldwide, Measuring the Impact of the Olympic Winter Games on Utah's Image, 2002

## Olympic Advertising Series

In 2000, those who knew of Utah as a vacation destination held it in high regard. But most Americans were still unfamiliar with the tremendous vacation opportunities that awaited them here. However, with the tremendous exposure Utah received from hosting the 2002 Olympic Winter Games, that is no longer the case. Awareness for the state dramatically increased thanks to the Games, and it is now the job of the Division of Travel Development to translate that newfound awareness to potential visitors in a compelling way that will portray our brand values and entice visitors to come to our beautiful state.

### Before the Games:

To capitalize on hosting the Games, the Division of Travel Development used Olympic-influenced advertising long before the Games entered our state. We began by adding the tagline “The official playground before, during and after the 2002 Olympic Winter Games” to all of our advertising efforts. Our Olympic Series advertising began during the 2000 Olympic Summer Games in Sydney. The Division of Travel Development used the reignited interest and passion for Olympic sport to connect emotionally with potential visitors and let them know that the Games would be in Utah in 2002. The campaign consisted of two TV spots titled “Mountains & Families” and “Cowboy Luge” that aired in Los Angeles during the NBC 2000 Olympic Summer Games’ broadcast from September 15 – October 1, 2000.



MOUNTAINS & FAMILIES



COWBOY LUGE

In the Fall of 2001, Utah was faced with a unique problem. Based on the experiences of other Olympic host cities like Nagano and Atlanta, the Division of Travel Development was concerned that many potential visitors would be worried about the hassles associated with taking a ski vacation in Utah during the 2002 Olympic year. Construction, last minute venue preparations, crowds and other negative perceptions were believed to be impediments to potential visitors. In an effort to ensure that tourism visitation/revenues were maintained in the months leading up to the Olympic Winter Games, the Division of Travel Development ran a TV advertising campaign titled “Slalom” designed to promote tourism during

these months. The campaign ran for 4 weeks (October 29 – November 25, 2001) in Los Angeles, San Francisco and Portland.



SLALOM

### During the Games:

During the NBC broadcast of the 2002 Olympic Winter Games, Utah received more exposure than it had ever received in the past. However, the Division of Travel Development needed to take this newfound awareness and translate that to visitations to the state. In an effort to achieve this goal, the Division of Travel Development created a television campaign titled “Welcome,” featuring the music of U2 “Where the Streets Have no Name” sung by the Children’s Choir of the Madeline. This TV spot played on the emotional connection people had to the Games and then used that connection to extend an invitation to visit the state. The goal was for potential visitors to come away thinking that although the Olympic Games were ending, all the beauty and recreation Utah has to offer were still here for them to enjoy. The campaign ran during the final week of the Games, February 17-24, 2002, including the Closing Ceremonies broadcast in Los Angeles, San Francisco, San Diego, and one spot during the Closing Ceremonies in Salt Lake City.

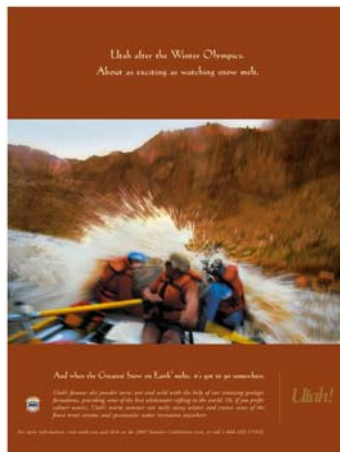
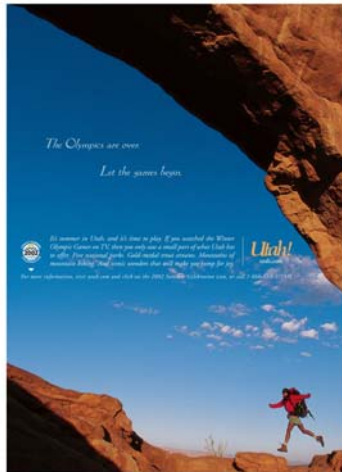


## WELCOME

### After the Games:

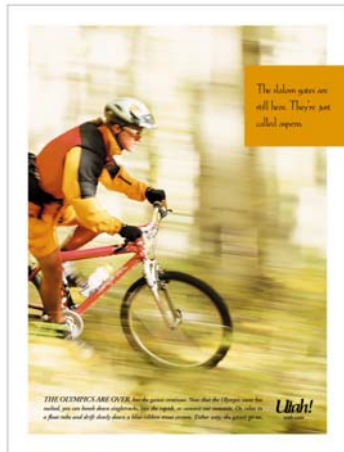
With the help of one-time appropriated dollars from the State Legislature, the Division of Travel Development was able to once again capitalize on the emotions of the Games and extend our media presence by airing a revised version of the “Welcome” ad that ran during the Games. The spot was the same except that the U2 music was replaced with a voice over from the most recognized voice of the Olympic Games, Jim McKay. In order to reach the maximum amount of people, and connect emotionally by using the same medium most people experienced the Games through, the Division of Travel Development decided to advertise during, and after, the next big television event, the 2002 Academy Awards. The campaign ran from March 24 – April 7, 2002 in Los Angeles, San Francisco, San Diego, Las Vegas, Seattle and Dallas.

The print campaign that appeared in the Spring of 2002 also played on the emotion of the Games and used the concept “Where Does Olympic Snow Go When it Melts?” This campaign continued to position Utah as the “Official Playground Before, During and After the Olympic Games” and sought to educate people to all the year-round activities Utah has to offer potential visitors. The campaign ran from June – August, 2002 and appeared in the following publications: *Travel Holiday*, *Conde Nast Traveler*, *Sunset*, *Westways* and *Gourmet*. Examples of the creative executions are shown below.



The Fall 2002 print campaign ran from September – December, 2002 and appeared in the following publications: *Arthur Frommers Budget Travel*, *Conde Nast Traveler*, *Forbes Magazine*, *Gourmet Magazine*, MNI Network (*Time*, *Newsweek*, *U.S. News & World Report*, *Sports Illustrated* in select cities), *The New Yorker*, *Outside Magazine*, *Sunset Magazine*, and *Travel Holiday*. Examples of the creative executions are shown below.





Moving in to the Fall 2002 season, the Division of Travel Development continued to try and capitalize on the exposure generated from the 2002 Olympic Winter Games and attract potential skiers to the state. Although Colorado has enjoyed the largest share of Texan skiers, with the awareness generated from the Olympics there had never been a better time to take skier market share away from them than the Winter following the Games. Therefore, a targeted 3-week television campaign aired in Dallas from November 4 – November 24, 2002 and in Los Angeles (the largest market for visitors to Utah) from December 2 – 22, 2002. The campaign consisted of a :30-second version of the “Welcome” spot, as well as a new spot titled “Seasons.”



## SEASONS

To complement the exposure of the television campaign, Metro Traffic was used in both Los Angeles and Dallas for 4 weeks immediately before the TV campaign aired.

### Utah's Stay & Ski in 2003 Celebration:

In addition to using the one-time appropriated funds for general branding advertising efforts, the Division of Travel Development also provided the advertising for a cooperative promotion with Ski Utah. The promotion, named the "Stay & Ski in 2003 Celebration" continued with the success found with last year's "20.02 Celebration." The campaign consisted of advertising in three ski vertical publications: *Ski*, *Skiing*, *Skier News*. In addition, an Internet campaign with the AMI Group consisting of a micro site, email newsletter sponsorships, and various banner advertisements ran from October through to end of the ski season. The majority of the campaign consisted of a direct mail campaign targeting skiers and snowboarders. Examples of the creative execution are shown below.





### **Winter 2003:**

To further boost the 2002-2003 ski season, additional cable television was purchased in Los Angeles and Dallas to air January 27 – February 16, 2003. Metro Traffic was also purchased in Los Angeles, Dallas and Portland to air from January 27 – February 23, 2003 to further extend our winter invitation to skiers.

### **Spring 2003:**

The Division of Travel Development will seek to gain national exposure through national travel-related magazines. The strategy will continue to use Olympic memories to create awareness of what Utah has to offer the recreational visitor year-round. If additional funds are available, cable television will be considered in select markets.

## **Advertising Accountability – How Do We Know It's Working?**

### **The Message**

Beginning in 1996, the Division undertook a series of unique focus group inquiries designed to inform the advertising message for the *Utah!* Brand. Research was first conducted in 1996 and again in 1999, 2000, and 2002 in selected markets such as Los Angeles, San Francisco, San Diego, Dallas, and New York. After 1996, each round of research also evaluated the current media campaign for relevance and likeability to see if the advertising “hit the mark.”

In each of the rounds of messaging research, respondents have consistently identified three key emotional benefits from leisure and recreational activities:

- **Discovery:** The opportunity to experience new and different sights, sounds, cultures, and experiences; to complement self-awareness, self-improvement, and self-actualization exercises
- **Recovery & Rejuvenation:** The opportunity to recharge batteries (mind, body, and soul) and reconnect with friends and loved ones
- **Escape:** The ability to remove themselves from the grind, stresses, and routines of everyday living

Based on the consistency of the responses from consumers, the creative execution of specific campaigns has attempted to associate the emotional benefits travelers want from leisure and recreational activities with the tourism products and opportunities in Utah.

In addition to gauging consumers' emotional motivations for travel, the focus group research also allowed current campaigns to be evaluated and future campaigns to be pre-tested within a strategically targeted group of consumers. Both print and television advertising have been pre-tested and evaluated. For example, three television concepts were tested for the post-Olympic fall/winter campaign. Based on the strong performance of two of the concepts, production continued with some minor adjustments based on co-evaluation, the Division's advertising target group of consumers.

Hard to Understand					Easy to Understand
Irrelevant					Relevant
Dislike					Like
Unimportant					Important
Uninformative					Informative
Unbelievable					Believable
Ordinary					Unique
Not Aimed at Me					Aimed at Me

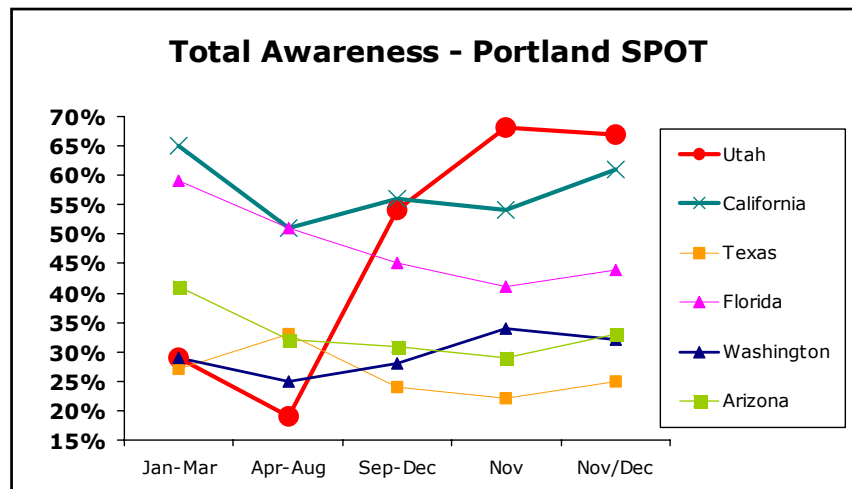
## The Impact

The Division has engaged in a series of research initiatives intended to evaluate the effectiveness of its advertising efforts. Beginning in 2001 and continuing in 2002 and 2003, the UTC has engaged independent contractors to monitor and assess the impact of its advertising messages.

The **2001 Advertising Effectiveness Study** was the first effort of its kind in the state of Utah. Its objective was to identify shifts over time in key persuasion measurements such as awareness, consideration, desire to visit, and intent to visit. Conclusions from the research have helped develop and refine current and future advertising strategies. Key findings from the 2001 study concluded:

- Division advertising was successful at raising awareness in all markets tested
- The Division's spot market television advertising in Portland was particularly successful at raising all key persuasion measurements
- Based on the success of the Portland market advertising, Utah's competitive position was enhanced relative to competing destinations

- Contractor recommended that the state continue to utilize spot market television advertising and where possible, expand such advertising to other nearby feeder markets



Based on the successful results of the limited advertising effectiveness study conducted in 2001, the Division engaged in a more comprehensive evaluation of its marketing effectiveness through a project beginning in Fall 2002 and extending through Spring 2003. The key objectives of this project build on the previous study:

- Measure the impact and effectiveness of the advertising campaigns by focusing on shifts over time in key persuasion measurements
- Measure the incremental travel that could be attributed to the advertising campaign
- Provide an estimated return on investment based on actual or influenced travel to Utah from advertising campaigns
- Track changes in attribute ratings, trip satisfaction, planning sources over time and compare results with competitive states

The Division remains committed to a research-based approach to advertising accountability. Through periodic focus group inquiries, the Division is able to test its message and creative work to maximize its impact among key market segments. In addition, independent surveys conducted on behalf of the Division monitor the actual impact of the campaigns among consumers. Together, they help develop advertising strategies that maximize Utah's effectiveness in the marketplace.

# Coordinating Destination Advertising With The *Utah!* Brand

The Division of Travel Development invites industry partners to use the *Utah!* Brand in their advertising in order to link individual destinations and attractions with the known concept of the *Utah!* Brand. Guidelines on how to use the *Utah!* Brand are found in the *Utah!* Brand Style Guide, available on-line at [travel.utah.gov](http://travel.utah.gov) .

## Advertising Co-Branding

Co-Branding is an advertising partnership with just two partners, where both entities want to speak to the same audience of consumers. In co-branding, neither message distracts from the other, rather each message benefits from the association with the other.

Over the past few years, the Division, on behalf of the state of Utah, has been co-branding with national brands. These partnerships are an ideal way to combine brands and have both entities benefit together more than they would alone. The corporate partner or brand receives the benefit of being associated with the *Utah!* Brand image, and enjoys an implied “endorsement” from the state. Utah benefits from increased visibility among consumers, particularly those loyal to the partnering brand. Utah also benefits because a co-brander brings additional dollars to a campaign, which increases the frequency and reach of the advertising.

## Advertising Co-ops

In an Advertising Co-Op, two entities match money in order to produce ads, which take advantage of the synergy associated with a particular Brand, while promoting a very specific product.

An Advertising Co-Op between the Division of Travel Development and a partner (or more than one partner) provides an effective method of increasing out of state awareness of the *Utah!* Brand, as well as awareness of specific destinations within the state. As such, co-op advertising presents a “win – win” situation. In co-op advertising, the *Utah!* Brand message is recalled, ie logo, web site, but the main message is specific to a destination, area, attraction, or event. Ideal

partners for co-op advertising with the Division include local destination management organizations, counties, chambers of commerce, or non-profit organizations.

On-going dialogue with the Legislative Branch of Utah State Government recommends that money appropriated by the 2003 Utah Legislature to the Tourism Marketing Performance Fund be used to create opportunities for co-op advertising outside of the state. Legislators view co-op advertising as an excellent way to improve coordination, and cooperation between the Division of Travel Development and government agencies and destination attractions across the state.

## Current Advertising Campaign

### Utah Travel Council Spring/Summer Media Summary

#### Magazine

American Heritage	April	\$46,500*
Art Frommer's Budget Travel	May	\$20,367
Biography	May	\$34,627
Conde Nast Traveler	May	\$80,083*
Gourmet	May	\$53,914*
MNI News Network	June	\$79,225
The New Yorker	June	\$59,200
Travel Holiday	April	\$57,680*
*committed		
		<b><u>\$431,596</u></b>

#### Television

Las Vegas	May 5-25	600 TRPs	\$124,200
Sacramento	May 5-25	600 TRPs	\$102,000
			<b><u>\$224,400</u></b>

#### Cable

Los Angeles	May 5-25	500 cable TRPs	\$52,754
Phoenix	May 5-25	500 cable TRPs	\$50,000
			<b><u>\$102,754</u></b>

#### Metro Traffic Radio

Las Vegas	May 5-25	375 spots	\$13,500
Los Angeles	May 5-25	425 spots	\$35,000

Phoenix	May 5-25	375 spots	\$18,000
Sacramento	May 5-25	375 spots	\$25,500
			<b><u>\$91,980</u></b>

**Internet**

MountainReports.com	April, May, June, July		\$15,300
			<b><u>\$15,300</u></b>

**Total: \$866,030**

**Utah Travel Council  
Spring/Summer 2003 Media**

March 4, 2003  
Revised

**I. Media Objectives & Strategies**

**A. Media Objective**

To capitalize on the exposure gained from hosting the 2002 Olympic Winter Games and ensure that tourism visitation/revenues continue to grow at a steady rate even a year after the Games are over.

To create a targeted and efficient media schedule based on limited budget allocation that will allow the Utah! Brand values of Recovery, Discovery and Escape to reach our target prospect.

To promote summer travel to Utah as well as stimulate response to the utah.com website.

**B. Media Strategy**

Create an effective media presence that communicates the Utah! Brand message and informs potential tourists of the broad array of unique scenery and activity that Utah offers.

Media will be chosen that effectively targets the leisure traveler and keeps in mind the changes in travel behavior patterns seen in market. With the continued uncertainty with the economy and the war on terrorism (including Iraq), the most noticeable changes in travel behavior include:



- Shorter trips closer to home
- Less air travel and more drive traffic
- Reduced spending
- More interest in making connections – with family, nature, heritage and culture
- More interest in outdoor recreation and travel to rural America
- Shorter planning and booking cycles

In addition, co-branding opportunities will be explored where effective.

## II. Media Planning Parameters

### A. Target Audience

The following demographic group represents the core target of the plan:

Travelers who are interested in the activities offered in Utah during the summer including sightseeing at National Parks, white water rafting and mountain biking. These people are active adults, often with families, are affluent (Household income \$75,000+) and enjoy activities while on vacation.  
Age: Adults 25-54

### B. Geography

We will focus on markets with easy access to Utah. Western states with less than a three-hour direct flight or within driving distance. California markets and the states surrounding Utah will receive the greatest concentration of media. This is consistent with summer travel to Utah in past years. In addition, due to 9/11 and the unease in the middle east, travelers are driving more, taking shorter, direct flights and taking shorter vacations.

### C. Seasonality

The media plan is being developed for Spring/Summer 2003. Timing will be April, May, June and July to coincide with the current shorter planning travel atmosphere.

### D. Budget

A gross media budget of \$800,000 - \$850,000 has been allocated for this effort.

### III. Media Plan Description

#### A - Media Selection

The following elements have been considered for use in the UTC media plan based on the specific characteristics of each medium:

*National Magazine* - Allows us to be target specific in reaching upscale adults who are frequent travelers and participate in the type of active vacations that Utah offers. Magazines will also be chosen that skew toward the Western States. Full-page ads will allow us to show the beauty of Utah while portraying our brand message. We will utilize premium placement and special sections to help break through the clutter. Occasionally, co-branding partners consistent with the Utah brand will be secured to increase exposure and offset expenses. This tried, tested and true tactic has been successful for branding in the past. In addition, we are solidifying our relationship with New Balance as well as forming new relationships with key national brands. Added value opportunities including additional magazine space, advertorial, web presence, reader service, database lists and contesting will be utilized to increase exposure and value.

*Spot Television* - Television has the ability to generate awareness quickly and the flexibility to geographically reach the UTC target. A selective daypart mix allows this medium to be both impactful and efficient.

*Cable* - Cable television has the ability to target geographically to specific lifestyle segments. Its affordability makes it possible to create impact in large marketplaces very efficiently.

*Metro Traffic Radio Sponsorship* - Radio offers immediacy and geographic flexibility. The most desired characteristic radio offers is the ability to add message frequency within a selected market more efficiently than any other medium.

*Internet* - Travel and activity sites offer numerous creative ways to reach our target audience. The Utah Travel Council has developed a strong relationship with one of the key outdoor Internet providers, The AMI Group. MountainReports.com is the largest producer of mountain travel content for radio stations and new media in the world. We have just come off of a

successful winter campaign with this group (OnTheSnow.com), and plan to utilize them for their strength in marketing to travelers seeking a mountain vacation experience.

## B - Broadcast Market Recommendation

The media markets that will be included in the execution of the media plan are those considered to have the greatest potential for the UTC listed in order of budget priority. This selection is based on historical visitor information, demographic profiles and media efficiency. These markets are:

Los Angeles  
Las Vegas  
Phoenix  
Sacramento

### Los Angeles

DMA Rank: 2  
Total Adult Population: 11,854,108  
Median Age: 46.4

<u>Lifestyle characteristics</u>	<u>Index</u>
10.9% snow ski frequently	125
30.8% are frequent flyers	124
56% use a personal computer	107
12.3% have an income of \$75,000+	111
19.1% use a credit card for travel and entertainment	139
22.3% attend cultural/arts events	117
63.2% have cable	94
35.3% travel for pleasure/vacation	101
27.9% participate in camping/hiking	100
20.4% fish frequently	100
High Hispanic population: 40.4% of residents	318
High Asian population: 11.3% of residents	276

Average TV CPP: \$1,134  
Average Cable CPP: \$90 (from a recent purchase – cable universe of 595,700)

### Las Vegas

DMA Rank: 52  
Total Adult Population: 1,094,054

Median Age: 47.4 years

<u>Lifestyle characteristics</u>	<u>Index</u>
9.6% snow ski frequently	110
27.7% are frequent flyers	111
54.8% use a personal computer	105
12.2% have an income of \$75,000+	110
15.5% use a credit card for travel/entertainment	113
17.7% attend cultural/arts events	93
71.3% have cable	107
33.6% travel for pleasure/vacation	96
29.6% participate in camping/hiking	106
24.8% fishing frequently	82
Hispanic population: 22.1% of residents	174
Asian population: 6.4% of residents	156

Average TV CPP: \$168

### **Phoenix**

DMA Rank: 16  
Total Adult Population: 2,943,291  
Median Age: 47.4 years

<u>Lifestyles characteristics</u>	<u>Index</u>
13.1% snow ski frequently	106
30.7% are frequent flyers	118
55.4% use a personal computer	105
12.3% have an income of \$75,000+	97
11.9% use a credit card for travel/entertainment	101
19.3% attend cultural/arts events	107
61.1% have cable	90
33.9% travel for pleasure/vacation	98
43.7% participate in camping/hiking	131
33.0% fish frequently	90
Hispanic population: 23.2% of residents	183
Asian population: 2.1% of residents	51

Average TV CPP: \$304

### **Sacramento**

DMA Rank: 19  
Total Adult Population: 2,442,110

Median Age: 47.4 years

<u>Lifestyle characteristics</u>	<u>Index</u>
12.2% snow ski frequently	140
22.0% are frequent flyers	88
54.7% use a personal computer	104
11.1% have an income of \$75,000+	100
12.1% use a credit card for travel/entertainment	88
18.5% attend cultural/arts events	97
54.7% have cable	104
32.3% travel for pleasure/vacation	92
38.9% camp/hike	139
31.4% fish frequently	104
Hispanic population: 20.3% of residents	160
Asian population: 9.2% of residents	224

Average TV CPP: \$139

#### C - Plan Details

##### ***Magazines -***

Riester~Robb has been in continual contact with national publications to solicit proposals for co-branding, co-ops and added value to extend our advertising exposure. In addition, we have analyzed MRI and MMR research on over 30 magazines, which editorially fit our target audience. Magazines were then evaluated by co-branding opportunities, geographic reach in the West, CPM, added value exposure, value vs. cost, as well as MRI research measuring income, travel potential, online usage and interests. Based on these factors, we narrowed our selection down to the following publications for this Spring/Summer campaign:

*American Heritage*  
*Art Frommer's Budget Travel*  
*Biography*  
*Conde Nast Traveler*  
*Gourmet*  
*MNI News Network*  
*(US News, Sports Illustrated, Newsweek, Time)*  
*The New Yorker*  
*Travel Holiday*

### *American Heritage*

*American Heritage* offers a relevant and affluent group of travelers who are interested in the history, heritage and culture of their travel destinations.

Circulation: 346,000

Rate Base: 340,000

- HHI \$75,000+: 202 Index
- Outdoor activities on vacation: n/a
- Visited UT or CO in past year: 190 Index
- Visited West in past year: n/a
- 4+ domestic trips: 190 Index
- Used Internet for travel: n/a

April/May Issue

Special Historic Travel Issue

- UTC spread, 1 full-page, right-hand read, adjacent to inside front cover
- Partnered with Grand America - Inside Front Cover

Added Value

- Reader Service Listing
- Listing and banner on [www.americanheritage.com](http://www.americanheritage.com)

Total Value: \$61,025 (75% of rate card)

Total Cost: \$46,500

### *Art Frommer's Budget Travel*

*Budget Travel* offers the seasoned traveler insights into budget conscious methods of vacationing, without cheapening the experience or feel of the destination.

Circulation: 517,567

Rate Base: 500,000

- HHI \$75,000+: 163 Index
- Outdoor activities on vacation: 164 Index
- Visited UT or CO in past year: n/a
- Visited West in past year: 182 Index
- 3+ domestic trips: 176 Index
- Used Internet for travel: 194 Index

June Issue

1-page

- Premium positioning next to "Letters to the Editor"



#### Added Value

- Reader Service Listing, with brief description, and card
- Link on website – includes brief description

Total Value: \$28,000

Total Cost: \$20,367

#### *Biography*

*Biography* offers an affluent and historical look at travel targeted to an intelligent and celebrity-focused traveler.

Circulation: 724,550

Rate Base: 700,000

- HHI \$75,000+: 116 Index
- HHI \$75,000+ (women): 152 Index
- Outdoor activities on vacation: 112 Index
- Visited UT or CO in past year: 123 Index
- Visited West in past year: 116 Index
- 3+ domestic trips: 110 Index
- Used Internet for travel: 154 Index

May Issue (commitment to September as well)

#### Within the Travel Advertorial Section

“Summer Movie Escape” – special section

- UTC full-page/4 color
- Adjacent full-page custom advertorial

#### Added Value

- Bonus Space listing in “AllForYou”
  - Located at the front of each issue, can be used for a special advertising message or offer to readers
- Additional page promoting travel contest sweepstakes with Utah mentioned as a sponsor
- Contest sponsor – winner receives an all expense paid road trip to one of the featured destinations
- Micro site – link to an interactive site themed around “Summer Movie Escape”. Utah featured as a sponsor. Includes logo, photo and link to our site. [www.INSIDEbio.com](http://www.INSIDEbio.com) will be ‘live’ for three months with this promotion
- On-air promotion – 30 minutes of A&E Television Network time. Utah will be tagged on this :30-second promotional spot as a sponsor of the magazine travel contest
- Reader Service Listing

- Overruns/reprints – UTC will receive 1,000 reprints of each special section if desired

Total Value: \$168,000 (4.8x the cost)

Total Cost: \$34,627\*

\* 1x cost based on a commitment to run the same effort in September with their “Star Travel” issue

### **Conde Nast Traveler**

*Conde Nast Traveler provides experienced travelers with diverse travel experiences. The demographics fit Utah’s target income, activities, geography and past travel to Utah. We will partner with New Balance Shoes and Apparel, which continues the relationship with a category relevant to the outdoor focused vacation activities in Utah.*

Circulation: 780,952

Rate Base: 750,000

- HHI \$75,000+: 198 Index
- Outdoor activities on vacation: 154 Index
- Visited UT or CO in past year: 190 Index
- Visited West in past year: 187 Index
- 3 + domestic trips: 172 Index
- Used Internet for travel: 265 Index

June ‘Hot List’ Issue

4-page section partnered with New Balance

- 1-UTC full page, 2 pages editorial combined with New Balance, 1-page for New Balance (they supply their creative)

Added Value

- Yet to negotiate – they are willing to do whatever we would like

Value: \$164,110 (2.0x the cost)

Cost: \$80,083

### **Gourmet**

Circulation: 950,000

Rate Base:

- HHI \$75,000 +: 171 Index
- Outdoor activities on vacation: 127 Index

- Visited UT or CO in past year: 104 Index
- Visited West in past year: 142 Index
- 3 + domestic trips: 141 Index
- Used Internet for travel: 199 Index

#### May "All Travel" Issue

4-page section with editorial

full-color spread

2-pages of editorial (must say 'advertisement' at the top of each advertorial page)

Added Value (choose four of the following):

Gateway Sweepstakes

Banner on Epicurious.com

e-mail blast

Gourmet.com website exposure

Direct mail campaign

Gourmet Reports on Travel (to agents)

Reader Response Cards - listing

Bonus Program: Gourmet Site Seeing web listing

Value: \$322,087

Cost: \$88,820

#### MNI Network (US News, Sports Illustrated, Newsweek, Time)

Network Targeted Circulation: 330,650

(Long Beach, Beverly Hills, Sacramento, Portland, Las Vegas)

MNI News Network (average all four publications)

- HHI \$75,000 +: 132 Index
- Outdoor activities on vacation: 136 Index
- Visited UT or CO in past year: 116 Index
- Visited West in past year: 120 Index
- 3 + domestic trips: 140 Index
- Used Internet for travel: 152 Index

#### June x Issue

Full-page/4C in one issue of each magazine

Added Value: TBD

Cost: \$79,225

## **The New Yorker**

*The New Yorker contains unique ideas about travel and adventure. The New Yorker provides Utah the unique combination of the immediacy of newspapers in reaching its audience, with the sustained impact of a magazine. The New Yorker's demographic fits Utah's target income, activities, and travel propensity. They under-index in visits to Utah or Colorado, which gives us the opportunity to speak to an untapped reader.*

Circulation: 924,745

Rate Base: 875,000

- HHI \$75,000+: 160 Index
- Outdoor activities on vacation: 145 Index
- Visited UT or CO in past year: 87 Index
- Visited West in past year: 140 Index
- 3 + domestic trips: 152 Index
- Used internet for travel: 187 Index

June 16

Summer Fiction Double Issue

### **4-page Travel Section**

- One (1) full page ad – UTC exclusive
- Two (2) advertorial pages integrated with a partner\*

### **Added Value**

- Sweepstakes program on the RSVP page and website  
Includes:
  - Bonus space in book to promote sweepstakes
  - 1 customized sweepstakes opportunity where winner received trip for two to Utah
  - call to action to visit [utah.com](http://utah.com) on banner ad and in book
  - creation of database
  - three bonus RSVP listings to promote travel to Utah

Value: \$235,280

**Cost: \$59,200**

\*the Patagonia partnership will be solidified once we have opted in on this proposal

### *Travel Holiday*

*Travel Holiday* offers a relevant and affluent look at travel targeted to the travel enthusiast. Special sections are full of useful travel information designed to assist their readers in planning their trips.

Circulation: 657,883

Rate Base: 650,000

- HHI \$75,000+: 114 Index
- Outdoor activities on vacation: 113 Index
- Visited UT or CO in past year: 95 Index
- Visited West in past year: 164 Index
- 3+ domestic trips: 123 Index
- Used Internet for travel: 192 Index

### April Issue

4-page Utah co-op section

- UTC inside front cover spread
- Two pages advertorial

### Added Value

- Exposure in Travel News
  - 1/3 4C page, includes copy and visual – UTC to provide contentReader Service Listing – includes copy, 800# and/or web address plus BRC
- 3x reader services listings
- feature on website
- access to Destination Rewards Club members

Total Value: \$230,720 (4x the cost)

Total Cost: \$57,680

### ***Television –***

**Flight dates: May 5-25**

Three weeks

TRPs: 200 per week / 600 Total

### Daypart mix:

Early Morning	10%
Early News	25%
Prime Access	20%
Early Fringe	20%
Late News	25%

Market	Mix CPP	Estimated Reach	Estimated Frequency	Total Cost
Las Vegas	\$207	55%	3.7x	\$124,200
Sacramento	\$167	66%	4.1x	\$100,200

### ***Cable -***

We recommend purchasing specific zones within the interconnect system that will target upper income (\$75K+) and areas that index high in propensity to travel domestically. Based on demographic and qualitative reach, the following cable networks and systems are recommended:

- Animal Planet
- CNN
- Fox News
- Comedy
- Discovery Channel
- Travel Channel
- ESPN-TV (includes NBA)
- ESPN2 (includes NBA)
- Nickelodeon
- TNT (includes NBA)
- VH1

### **Los Angeles**

Total # of spots: 2167 (112 of these are fixed sports)  
Flight dates: May 5-25 (3 weeks on-air)  
Total HHs: 643,000  
  
Cost: \$52,754

### **Phoenix**

Total # of spots: 1250  
Flight dates: May 5-25 (3 weeks on-air)  
Total HHs: 665,000  
  
Cost: \$50,000

### ***Traffic Sponsorships -***

These short reminder messages will be placed in conjunction with the television campaigns to add substantial impressions in the key markets selected. Schedule will be placed during a four-week period in order to give us an effective



reach/frequency over an extended period of time. We will begin prior to Labor Day weekend in order to elicit a last minute response of close-in travel.

Flight dates: May 5 - 30

Market	# of Spots	Estimated Reach	Estimated Frequency	Total Cost
Los Angeles	488	54%	4x	\$34,920
Las Vegas	438	61.4%	3.8x	\$13,520
Phoenix	375	43.4%	3.9x	\$18,000
Sacramento	415	55%	4.5x	\$25,540

(each spot total contains 75-100 bonus spots per market)

### ***Internet -***

Target potential customers with e-mail newsletters, targeted buttons and banners and Utah specific integrated text links. We have great flexibility with this medium to create special offers for potential travelers while they are planning their mountain vacation. All ads are directly linked to [utah.com](http://utah.com) for information, routing and tracking. We have one opportunity per month to speak directly to 115,000+ subscribers in a newsletter associated with travel and outdoor adventure.

MountainReports.com

MountainReports.com Newsletter

- Four e-mails distributed April, May, June and July
- Offers travel vacations and packages to an opt-in list
- Title sponsorship with 50-70 words of copy and photo
- 115,000+ per e-mail (345,000 total)

Targeted Banners

Minimum 400,000 impressions

Targeted Buttons

Minimum 400,000 impressions

Integrated Text Links

Integrating into Utah specific sections of MountainReports.com. The link will drive visitors to [utah.com](http://utah.com). Minimum 300,000 impressions.

Total Cost: \$15,300

**Budget**

Magazine	\$431,596
Television	\$224,400
Cable	\$102,754
Metro Traffic Radio	\$ 91,980
Internet	\$ 15,300
<b>Total</b>	<b>\$866,030</b>

\*All costs are for planning purposes only and reflect only partially negotiated media rates.

## Advertising Direction – Fiscal 04

The Division of Travel Development's 1,000-Day Plan is in the final execution phase. While the goals of the 1,000-Day Plan, as updated, remain viable, expect advertising messages will reflect diminishment of Olympic references.

In addition to our long-standing effort to target visitors who spend more and stay longer, the Division's advertising will target those individuals and families who will be traveling closer to home. Also, because of continued uncertainty in the economy and world situation, we will target visitors who tend to be independent in their travel habits.

With marketing resources and media buying power at an all-time low, expect a reduction in the frequency and reach of the *Utah!* Brand message. However, FY 04 advertising will demonstrate some interesting methods of targeting visitors, and new media outlets used to reach them.

Advertising during FY 04 will most likely include print, radio, and Internet advertising in warm weather and winter campaigns. Regional and DMA-targeted mediums will be used whenever possible to ensure accurate delivery of *Utah!* Brand messages.

It is not likely that any new video creative will be produced during this fiscal year, but subject to testing, existing television spots may be aired on carefully selected cable networks.

The Division expects to be flexible enough to take advantage of favorable situations and trends, as well as other opportunities that may arise to promote the *Utah!* Brand in unique and effective ways.

***Utah!***  
*Where Ideas Connect*

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